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1917 Edition

Richard Diener & Co.

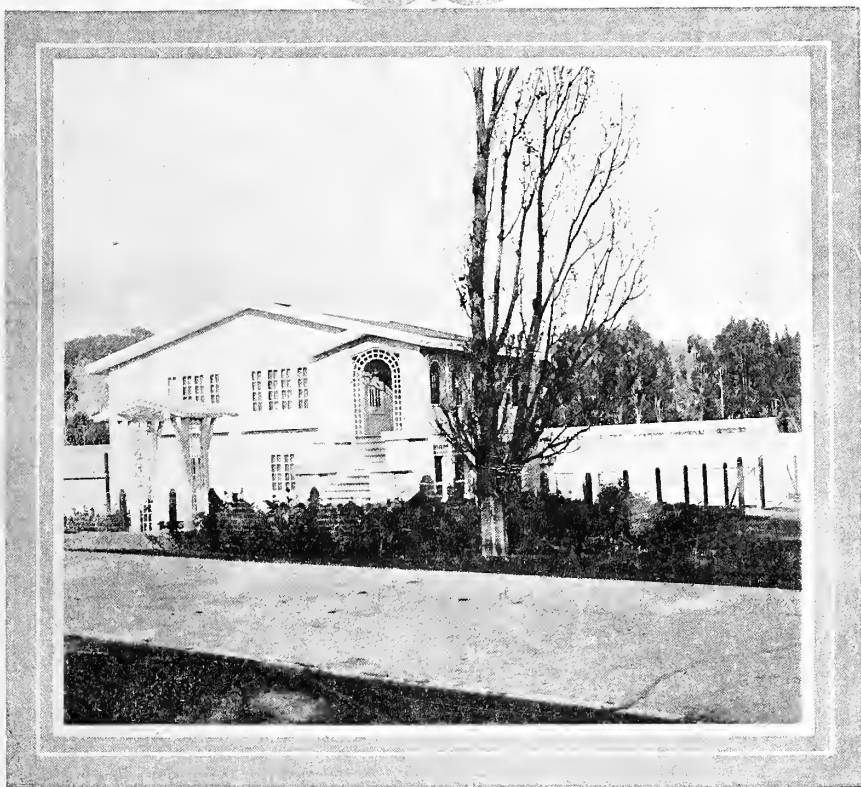
Incorporated

Originators and Growers
of the
Largest and Finest

GLADIOLUS

In the World

KENTFIELD - MARIN Co.,
CALIFORNIA



New Home of Richard Diener Company

ESTABLISHED AT MOUNTAIN VIEW, CALIFORNIA, IN 1911--REMOVED TO KENTFIELD, CALIFORNIA, AND INCORPORATED IN 1915

RICHARD DIENER, President

THOMAS T. KENT, Vice-President

JONATHAN E. WEBB, Treasurer

KENTFIELD NURSERIES

RICHARD DIENER COMPANY [Incorporated]

KENTFIELD, CALIFORNIA, U. S. A.

PLANT AND SEED GROWERS

Original Novelties

Gladiolus

Geraniums

Carnations

Dahlias

Delphinium

Pansies

Cannas



REPORT OF THE CONVENTION EXHIBITS

From "The Florists' Exchange," August 28, 1915.

"Richard Diener, Colma, Calif., made a showing of unnamed *Gladiolus* seedlings that was a revelation; all shades of color were embraced in the collection. In size the flowers averaged 50 per cent. larger than most of the standard varieties. One, named D. J. Whitney, opens in a full cluster at the apex of the stem. The color is a salmon flesh, with two striped and spotted yellow and red under-petals. The flowers emerge in pairs from the main stem. Mr. Diener claims these result from his discovery of a new law in hybridization. The *Gladiolus* shown, for instance, are the first crosses from ordinary varieties."

From "The Florists' Exchange," September 4, 1915.

"To describe to those at home the wonderful *Gladioli* we have seen at the trade exhibition would sound like a fairy tale, but too much cannot be said about them; that's why the judges awarded to Richard Diener of Colma, Calif., a gold medal; and he told us that he has still better ones coming." (From "Fritz Bahr's Impressions of the San Francisco World's Fair Convention.")

OUR REFERENCES

TO WHOM IT MAY CONCERN:

We are acquainted with the stockholders of the Richard Diener Company, and the management thereof, and can assure the public of their financial responsibility.

MARIN COUNTY NATIONAL BANK,
By S. H. Cheda, President.

Kentfield, Marin Co., Cal., Nov. 14, 1916.

TO WHOM IT MAY CONCERN:

I am familiar with the floriculture of Mr. Richard Diener, and know the value of the productions derived from his novel system of plant breeding. I assure the public of the reliability of the statements made in this catalog, and testify to the responsibility of the Richard Diener Company.

Respectfully,

WILLIAM KENT.

(Member Congress, First Congressional District, California)

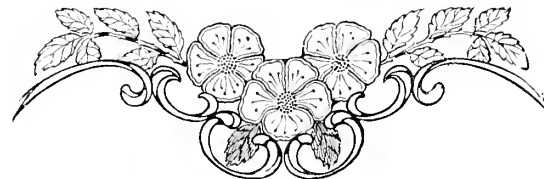
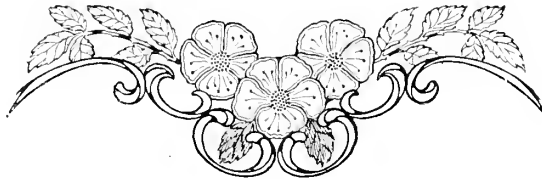
TERMS OF SALE

While we exercise the utmost care to have all our stock true to name, we give no warranty, express or implied, as to crop, and will not be responsible for results, other than to replace stock untrue to name.

No order will be considered unless accompanied by cash.

We do not ship orders for less than \$1.00.

We will ship Gladioli bulbs from November 1st until April 1st, and, while we have a large amount of bulbs, still, to insure getting just what you want, we would recommend that you order early, as the stock of some varieties is limited.



	<h1>GLADIOLI</h1>	
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PREFACE

All the varieties in the following list, which are Mr. Diener's own production, are now put on the market for the first time. They are not only double the size of all existing varieties, but the colors as well as the height of stems and number of flowers they bring, also excel. Some varieties bring as many as one hundred and thirty flowers to the bulb. Another good factor is, that all the corms, or bulblets, of almost all of the varieties, will flower the first year, producing larger flowers than existing varieties, and the rapidity of propagation is almost unbelievable. The stems of all our Gladioli are so strong and upright that they require no staking.

These new Gladioli are the result of the discovery by Mr. Diener of a new law in hybridizing, through which he is able to double the size of any flower, fruit or grain after each crossing. It would be impossible for anyone not knowing this law to obtain such results. Mr. Diener is the only man today who possesses the secret of this process.

Mr. Diener's Gladioli were acclaimed by everyone in the floral trade, as well as flower lovers, to be the chief attraction of all the floral exhibits at the Panama-Pacific International Exposition, and were the inspiration of many articles written in the papers and magazines. Gladioli were shown from all over the world, and the competition was greater

than ever before experienced at any world's fair, but Mr. Diener's Gladioli carried the highest awards. His prize winning Gladioli were as follows:

Mixed Seedlings awarded Grand Prize;
"Dr. Frederick T. V. Seiff" awarded Gold Medal;
"Diener's White" awarded Gold Medal;
"Captain Asher Carter Baker" awarded Silver Medal.

Awarded the S. A. F. & O. H. Gold Medal at 1915 Convention Exhibit for our collection of Gladioli.

By the interest of the public shown, and by the orders already placed, we think without a doubt that these Gladioli will be the best sellers of any variety of flowers in the coming years. We feel that these bulbs will be sold readily at sight when they are once shown in flower, as their beauty is so much more striking than the old varieties that they take the fancy at once. We are also sure that when our Gladioli are once grown, the other varieties will soon become obsolete. All our bulbs are free from disease.

Our new Petunias and Carnations which we offer are obtained by the same process of hybridization, and great things may be expected in this line in years to follow.

Visitors are always welcome.

Kentfield is located 14 miles north of San Francisco, on the Northwestern Pacific Railroad.



No. 1—"MRS. WILLIAM KENT"
The flowers here shown are produced from corms or bulblets, five months after planting.

No. 1. "**MRS. WILLIAM KENT.**"

Light fawn to light ashes of roses; old rose in throat sometimes lightly striped with rose pink. The color of this variety is so exquisite and so suitable for cut flowers that we predict that it will soon be more grown than "America" ever was. It is a very rapid propagator. Flowers are 6 inches in diameter, and spikes 4 to 5 feet high.

Price\$10.00 per bulb

No. 4. "**SARAH LILLIE.**"

Reddish lavender; throat ruby, mottled with white. Flowers 5 inches in diameter; spikes 3 to 4 feet high.

Price\$10.00 per bulb

No. 10. "**ANNA EBERIUS.**"

Dark velvety Nell rose; throat deeper shade. Flowers 6 inches in diameter; spikes 3 to 4 feet high. Fine long, well-set spikes.

Price\$5.00 per bulb

No. 19. "**MYRTLE McNALLY.**"

Cream with touches of rose pink on edges; ruby in center; canary yellow lip; heavily ruffled; very vigorous growth, with abundant foliage. Flowers 6 inches in diameter; spikes 4 to 5 feet high.

Price\$15.00 per bulb

No. 22. "**SAN ANSELMO.**"

Pure white, slightly striped with ruby pink. Immense free flowering; fine for cut flowers. Flowers 6 inches in diameter; spikes 4 to 5 feet high.

Price\$10.00 per bulb

No. 23. "**DIENER'S AMERICAN BEAUTY.**"

Brilliant American Beauty color, with creamy yellow throat. One spike opening a large number of flowers at one time forms an immense bouquet of beauty. Flowers 6 to 7 inches in diameter; spikes 4 to 5 feet high.

Price\$10.00 per bulb

No. 24. "**D. J. WHITNEY.**"

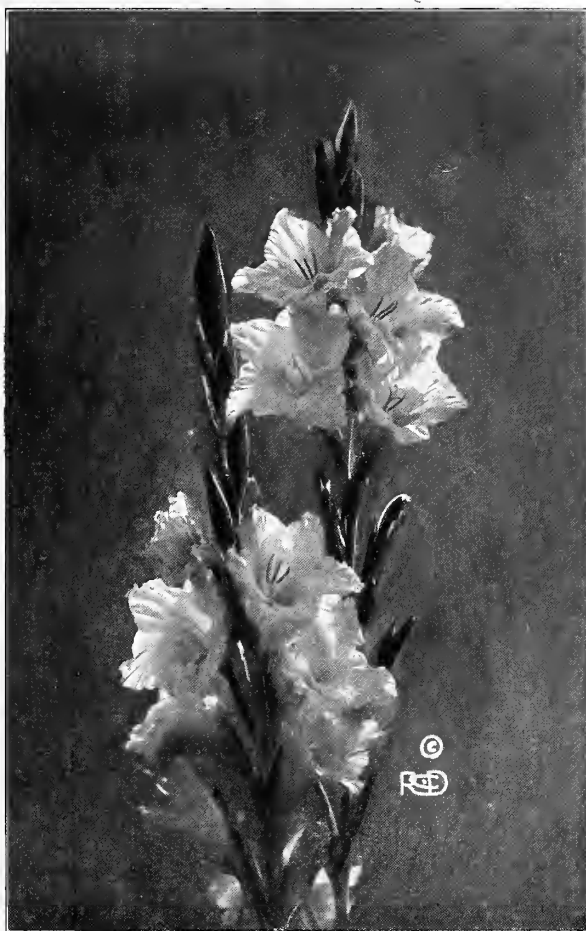
Salmon flesh, with two striped and spotted yellow and red under-petals. Opens in a full cluster at the apex of the stem, giving the appearance of a canna. Flowers 5½ inches in diameter; spikes 4 to 5 feet high.

Price\$100.00 per bulb

No. 31. "**PRESIDENT C. C. MOORE.**"

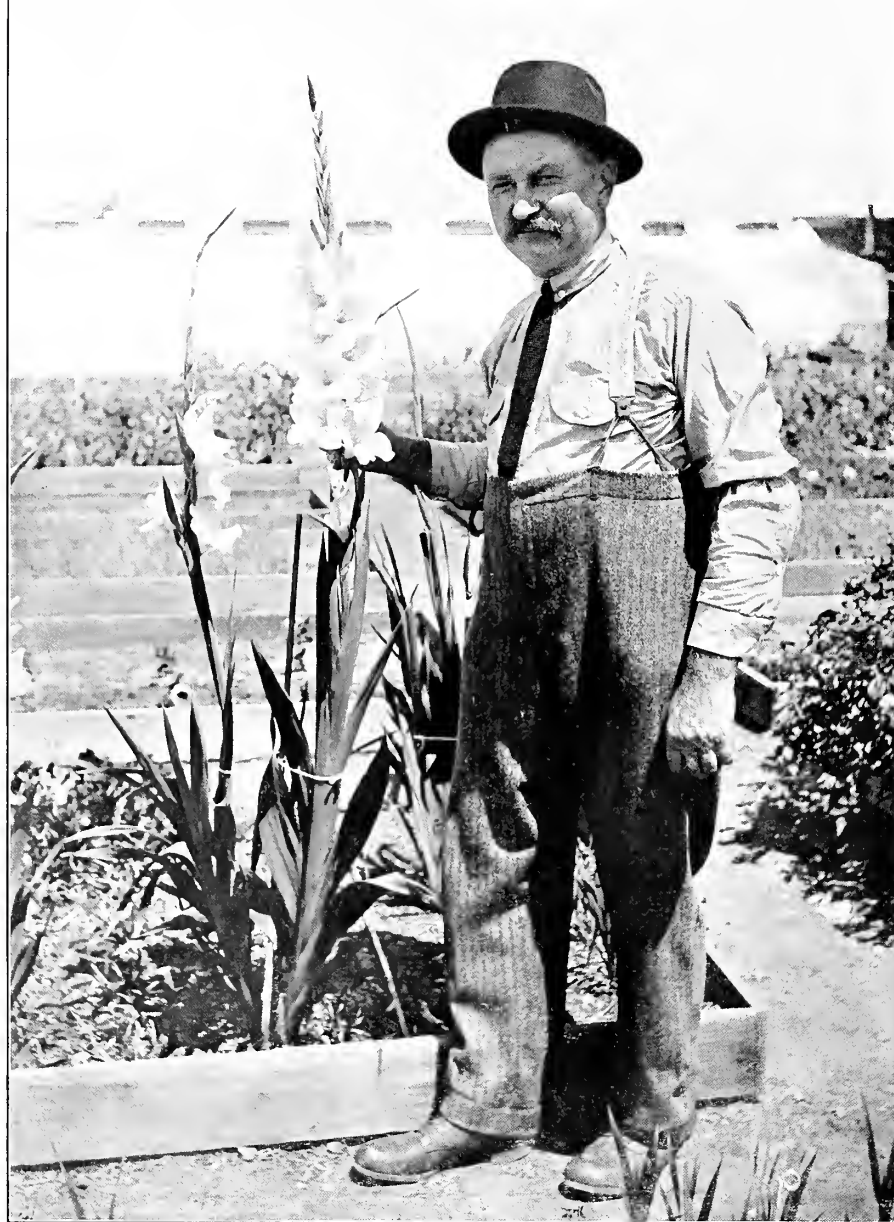
Salmon pink, darker throat, steel-blue mottled and striped. Nice long, wiry spikes with flowers well placed. Flowers 6 inches in diameter; spikes 6 to 7 feet high.

Price\$10.00 per bulb



No. 136—"ADALINE KENT"

- No. 32. **"FAIRFAX."**
Solid Magenta. Lip of throat light yellow with a deep Magenta spot. Flowers 5½ inches in diameter; spikes 5 to 6 feet high.
Price \$10.00 per bulb
- No. 38. **"JACK LONDON."**
Light salmon with brilliant orange flame stripes. Golden yellow throat with ruby striped center. Flowers 5 inches in diameter; spikes 5 to 6 feet high.
Price \$100.00 per bulb
- No. 39. **"DR. LINCOLN COTHRAN."**
Salmon pink; blue striped; yellow throat; fine form and bloom. Flowers 5 inches in diameter; spikes 4 to 5 feet high.
Price \$25.00 per bulb
- No. 70. **"LILIAN HARRIS COFFIN."**
Light rose pink, salmon striped; yellow lip; nice long spikes. Fine for cut flowers. Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high.
Price \$15.00 per bulb
- No. 82. **"JOHN MERLE COULTER."**
Rich scarlet, dark maroon (almost black) throat, slightly overlaid with ruby. Flowers 5 inches in diameter; spikes 3 to 4 feet high.
Price \$25.00 per bulb
- No. 83. **"MRS. WILLARD RICHARDSON."**
Deep crimson, maroon center; large, flaring flowers. Flowers 5 inches in diameter; spikes 4 to 5 feet high.
Price \$25.00 per bulb
- No. 90. **"CAROLINE FREAR BURK."**
Pure white with brilliant ruby throat. Flowers 7 inches in diameter; spikes 4 to 5 feet high.
Price \$5.00 per bulb
- No. 94. **"SUFFRAGETTE."**
White with circle of light lilac running across each petal. Creamy white throat; very delicate. Flowers 7 inches in diameter; spikes 5 to 6 feet high.
Price \$50.00 per bulb
- No. 96. **"RICHARD DIENER."**
Pure rose-salmon pink; light sprinkling of ruby on creamy yellow center. Of 80,000 different seedlings, this is the acme of perfection in coloring as well as formation of spikes and plant. Will rival any orchid in beauty. Flowers 6 inches in diameter; spikes 5 to 6 feet high.
Price \$1,000.00 per bulb



No. 166—"DIENER'S WHITE"

No. 98. **"MABEL HUBBARD."**

Pure white; lip of throat light canary covered with violet spot. Very fine spikes. Flowers 4 inches in diameter; spikes 3 to 4 feet high.

Price \$15.00 per bulb

No. 101. **"ELSE ROSE."**

Cattleya pink; a blending of rose pink shading out to white, with creamy yellow throat. Orchid flowering. Extra fine. Flowers 5 inches in diameter; spikes 3 to 4 feet high.

Price \$25.00 per bulb

No. 102. **"INA COLLINS."**

Delicate rose pink, shading to very light edge overlaid with deep lilac; lip has circle of primrose edged with light ruby. Orchid-flowering. Flowers 5 inches in diameter; spikes 4 to 5 feet high.

Price \$25.00 per bulb

No. 120. **"MRS. STANLEIGH ARNOLD."**

Soft purple pink with deep pink throat; one of the most exquisite colors so far produced in Gladioli; well formed spikes. Flowers 6 inches in diameter; spikes 4 to 5 feet high.

Price \$500.00 per bulb

No. 130. **"THOMAS T. KENT."**

Rose pink with deep ruby running through center of each petal; very vigorous in growth. This is one of our largest varieties. One of the heaviest propagators. Flowers 6 to 8 inches in diameter; spikes 6 feet high.

Price \$10.00 per bulb

No. 136. **"ADALINE KENT."**

Delicate light rose pink; straw colored throat with ruby dashes. Petals are heavily ruffled from edges in to center. Exquisite orchid-like coloring; fine long full spikes. Flowers 4 to 5 inches in diameter; spikes 4 feet high.

Price \$25.00 per bulb

No. 145. **"MRS. COTHRAN."**

Crushed strawberry and ashes of roses; very odd color; fine, long spikes. Flowers 6 inches in diameter; spikes 4 to 5 feet long.

Price \$25.00 per bulb

No. 162. **"MARY ROBERTS REINHART."**

Cream yellow with canary yellow center. Flowers 4 inches in diameter; spikes 4 to 5 feet high.

Price \$5.00 per bulb



No. 165—"DR. FREDERICK T. V. SCIFF"
The plant in the middle foreground is the growth from one bulb. There were three main shoots, each carrying two side shoots, which produced 127 perfect six-inch flowers.

- No. 164. **"CAPTAIN ASHER CARTER BAKER."**
Rich velvety red with darker center. Flowers 5 inches in diameter; spikes 4 to 5 feet high.
Price \$3.00 per bulb
(This was awarded the silver medal at the P. P. I. E., 1915, for the best of all the red Gladioli shown.)
- No. 165. **"DR. FREDERICK T. V. SCIFF."**
Clear flesh pink, light ruby center; sometimes slightly striped with rose pink. Strong, vigorous growth; abundant foliage. One bulb will very often bring up to 130 perfect flowers. Flowers 6 inches in diameter; spikes 5 to 6 feet high. (Awarded gold medal at P. P. I. E., 1915.)
Price \$3.00 per bulb
- No. 166. **"DIENER'S WHITE."**
Milk white with just a faint tinge of pink in throat. Flowers 6 inches in diameter; spikes 5 to 6 feet high. (Awarded gold medal at P. P. I. E., 1915.)
Price \$50.00 per bulb
- No. 170. **"MRS. J. E. WEBB."**
Pale blue with violet throat; exquisitely waxlike; very choice. Flowers 6 inches in diameter; spikes 4 to 5 feet high.
Price \$100.00 per bulb
- No. 186. **"LILIAN WEBB."**
Strawberry pink with light maroon velvety center. Sometimes slightly striped with chocolate. Stems slender, giving the appearance of a lily. Flowers 5 inches in diameter; spikes 5 feet high.
Price \$3.00 per bulb
- No. 187. **"COSTA-RICA."**
Clear delicate lilac with old rose center. Large extra fine spike. Flowers 6 to 7 inches in diameter; spikes 5 to 6 feet high.
Price \$25.00 per bulb
- No. 188. **"MRS. MARY STEARNS BURKE."**
Canary yellow overlaid with apricot; deep canary center; long spike with flowers symmetrically placed. Stem wiry and upright. Flowers 4 to 5 inches in diameter; spikes 4 to 5 feet high.
Price \$5.00 per bulb
- No. 189. **"ELIZABETH GERBERDING."**
Shell pink with speckled center of ruby and yellow; heavily ruffled; spikes large and full. Flowers 4 to 5 inches in diameter; spikes 5 feet high.
Price \$10.00 per bulb



No. 206—"WILLIAM KENT"

The flowers above are on side shoots only, the main shoots having been used for exhibition purposes before the picture was taken.

No. 193. **"JONATHAN WEBB."**

Light scarlet, finely painted white, and maroon mottled center. Very showy variety; makes elegant upright lily-like spike with wide open flowers. Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high.

Price \$50.00 per bulb

No. 196. **"HELEN TODD."**

Light rose pink with deep colored seam around entire edge of flower. Deep scarlet center. Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high.

Price \$5.00 per bulb

No. 198. **"ROSS VALLEY."**

Salmon pink striped with ashes of roses; red peacock eye in center. Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high.

Price \$5.00 per bulb

No. 203. **"SIR ROGER CASEMENT."**

Dark maroon; heavily ruffled; fine long spikes. Flowers 4 inches in diameter; spikes 4 to 5 feet high.

Price \$10.00 per bulb

No. 204. **"FRANK J. SYMMES."**

Salmon-rose pink with red center; ruffled edges. Flowers 4 inches in diameter; spikes 5 to 6 feet high.

Price \$10.00 per bulb

No. 205. **"DAVID STARR JORDAN."**

Immense flame colored with light speckled throat. Flowers very open, like immense amaryllis, with fine, wiry upright stems. Flowers 6 to 7 inches in diameter; spikes 6 to 7 feet high.

Price \$25.00 per bulb

No. 210. **"KENTFIELD."**

Pale yellow with flesh tinge; canary yellow throat. Flowers 5 inches in diameter; spikes 4 to 5 feet high.

Price \$10.00 per bulb

No. 206. **"WILLIAM KENT."**

Creamy shell pink; golden ochre center; heavily ruffled; the waxy color combination of the flowers is indescribable. To have 15 open flowers at one time on a spike is no rarity. Flowers 6 to 7 inches in diameter; spikes 6 to 7 feet high.

Price \$1,000.00 per bulb



GLADIOLI



DIENER'S MIXED SEEDLINGS.

These seedlings are the same and many even better than those which received the Grand Prize at the P. P. I. E., 1915. They range in all colors imaginable, but salmon, white, lilac, pink and rose pink are the leading colors. The average size of the flowers is between 5 and 7 inches in diameter, and the height of stems from 5 to 8 feet. They all have wiry upright stems which require no staking. This is the best mixture ever put on the market and they will give complete satisfaction to the most critical.

Price \$5.00 per dozen bulbs
10 dozen for\$45.00

COLLECTION OF DELICATE SHADES.

We have selected a great number of the most delicate shades from among our seedlings, to be used for cut flowers. They run in pink, salmon, yellow, white, light blue, lilac and light reds. These are all large and many of them closely resemble Cattleyas.

Price \$10.00 per dozen bulbs

GLADIOLI SEED.

We have selected seed from all our new varieties as well as from our 50,000 1916 seedlings. All the seed is evenly mixed. The sizes of the flowers range from 4 to 9 inches in diameter, and the height of the stems is from 5 to 8 feet. The seedlings of this seed will flower in from 5 to 6 months after sowing, and many will have three or four side shoots, aside from the main shoot, in the first year. They will range in all colors imaginable, but salmon, white, lilac, pink and rose pink are the leading colors. There is no other firm in the world that can put anything like these on the market.

Price per package, containing about 30 seeds.....\$ 1.00
12 packages for\$10.00

METHOD OF SOWING GLADIOLI SEED.

The seed should be sown early in the spring, like onions, to the depth of 1½ inches, in drills 15 inches apart. Sow out in open sunshine. They should not be shaded. They will make little growth the first six weeks; after that they will grow rapidly. The ground should continuously be kept moist until flowering. Keep the ground thoroughly cultivated throughout the summer. Do not use any mulching.



CARNATION "RICHARD DIENER"

Shows four stages—from bud to full blossom. The small flower below is Carnation "CHIEF DENNISON." It is over 4 inches in diameter.



CARNATION "RICHARD DIENER"

Calyx view—calyx entirely hidden from view.

CARNATIONS

"CHIEF DENNISON."

Scarlet; four inches in diameter; vigorous grower, producing four-foot stems; non-splitting calyx; very fragrant; will make fine commercial variety. Absolutely free from fungus disease. Awarded gold medal at the P. P. I. E., 1915.

Young plants out of the open.....	25c each
Per dozen	\$ 2.50
Per 100	\$15.00

(Will be shipped after March 1, 1917.)

"RICHARD DIENER."

(Largest Carnation in Existence Today.)

Rose pink running out to silvery pink on edge of each petal. From 270 to 300 petals on one flower, all of which are curved and waved. Flowers are absolutely ball-shaped. Calyx, which is entirely hidden, splits into two sections. Flowers measure from 5 to 7 inches in diameter, having the appearance of a large chrysanthemum. Stems are 4 to 5 feet long, growing straight up without requiring tying except at the base. The plants are not affected by fungi diseases and are one of the easiest growing varieties ever handled by us. They will produce from 15 to 17 flowers in one season. This is a cross out of seedlings of "Prosperity" and "Enchantress" of the second generation.

Young plants out of the open	50c each
Per dozen	\$ 5.00
Per 100	\$35.00

(Will be shipped after March 1, 1917.)

We Guarantee safe shipment of these Carnations all over the United States and Canada.



CARNATION "RICHARD DIENER"
Showing habit of growth on the bench.



PANSY "DIENER'S GIGANTEUM"

PANSY SEED

DIENER'S GIGANTEUM.

A new strain originated by Mr. Diener. The size of the flowers is immense, often measuring 4 inches across. Unlike the varieties of today, which die away as soon as summer comes on hot, this pansy flowers right along through the heat of the summer and is little affected thereby. They can be easily propagated by cuttings. They are ruffled, and come in wonderful colorings. All colors mixed.

Trade package (after May 1, 1917).....50c

GERANIUM SEED

From our Mammoth Hybrids; single flowers from 2 to over 3 inches in diameter, and trusses from 5 to over 8 inches in diameter. In all colors; mixed. Highest award at the P. P. I. E.

Trade package75c

CUCUMBER SEEDS

SENSATION.

The best forcing cucumber for greenhouse and hotbed ever put on the market. This is a European variety; fruit growing to 12 inches long. This cucumber, which grows rapidly and bears prolifically, is more valuable generally than varieties now used. The fruit under glass, in a temperature of 70 degrees, is ready for the market one week after flowering. One plant will bring from 270 to 300 perfect fruit in one season. The plants are exceptionally hardy and are not easily affected by disease. We grow this one variety only, and the seed is absolutely true.

Price, per package of 25 seeds......50
1 dozen packages\$5.00



PETUNIAS "DIENER'S RUFFLED MONSTERS"

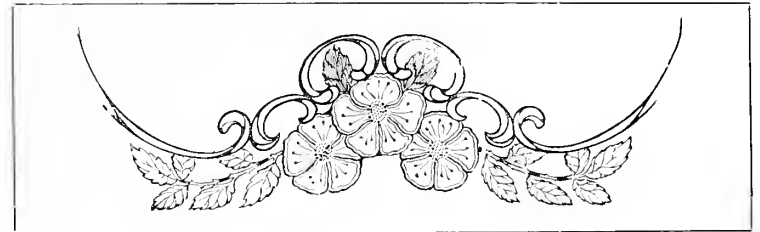
PETUNIA SEED

"DIENER'S RUFFLED MONSTERS."

Mr. Diener's own production; awarded gold medal at the P. P. I. E., 1915. These Petunias are the largest in the world and are put on the market for the first time. The flowers measure from 6 to 8 inches in diameter, and all are heavily ruffled, some having the appearance of a double Petunia. The pinks in this variety are so beautiful and so delicately shaded that they rival orchids. The Petunias come in four varieties: Red, Pink, Variegated and mixed colors.

Packages of separate colors.....50c each

Packages of mixed colors.....50c each





Delphinium — Vanderbilt's Hybrids

DELPHINIUM---VANDERBILT'S HYBRIDS

These new Delphiniums, produced by Newell F. Vanderbilt of San Rafael, California, are a cross between the California wild Delphinium (which is absolutely mildew free) and the best of Burbank's Hybrids. The result is an almost mildew free Delphinium. They are much larger than the best Delphinium now existing, and are immensely valuable for the production of cut flowers, as they give three successive crops in one summer, and all summer long are full of fine, long spikes. They are suitable for cutting as well as for bedding. They are unquestionably the world's highest attainment in Delphinium, and anybody raising cut flowers will certainly find them highly profitable. We have secured the whole stock of these Hybrids, and are the sole distributors of them. They come in all shades, from light to dark blue. Almost all colors are iridescent. Try a package of the seed and you will never regret it, for they are sure money makers.

Trade Package75c

DAHLIA SEED---MIXED

This seed is raised from seedlings of the very best present day Peony, Cactus and Decorative varieties, and will produce flowers of almost any imaginable form or combination of colors. Our rainless California summers make it possible to get seed even from the very double varieties, a result extremely difficult in States where it is rainy during the time when the seed should set.

Trade Package50c



Gladiolus — Over Fifty Thousand 1916 Seedlings

Order Sheet.

RICHARD DIENER CO..

KENTFIELD.

CALIFORNIA

VERY IMPORTANT. — Write your name very plainly, and give your Post Office, County and State in full every time.

FORWARDED BY (State on this line whether wanted
by Mail, Express or Freight.)

DATE _____ 19____

State Amount Enclosed.

YOUR NAME

Post Office Order

Post Office

R. F. D. No.

Postal Note

COUNTY

STATE

Express Money Order

STREET

P. O. Box

Bank Draft

Cash, Notes and Silver

EXPRESS OR (If different)
FREIGHT OFFICE from P. O.,

Postage Stamps

Total.

Quantity.

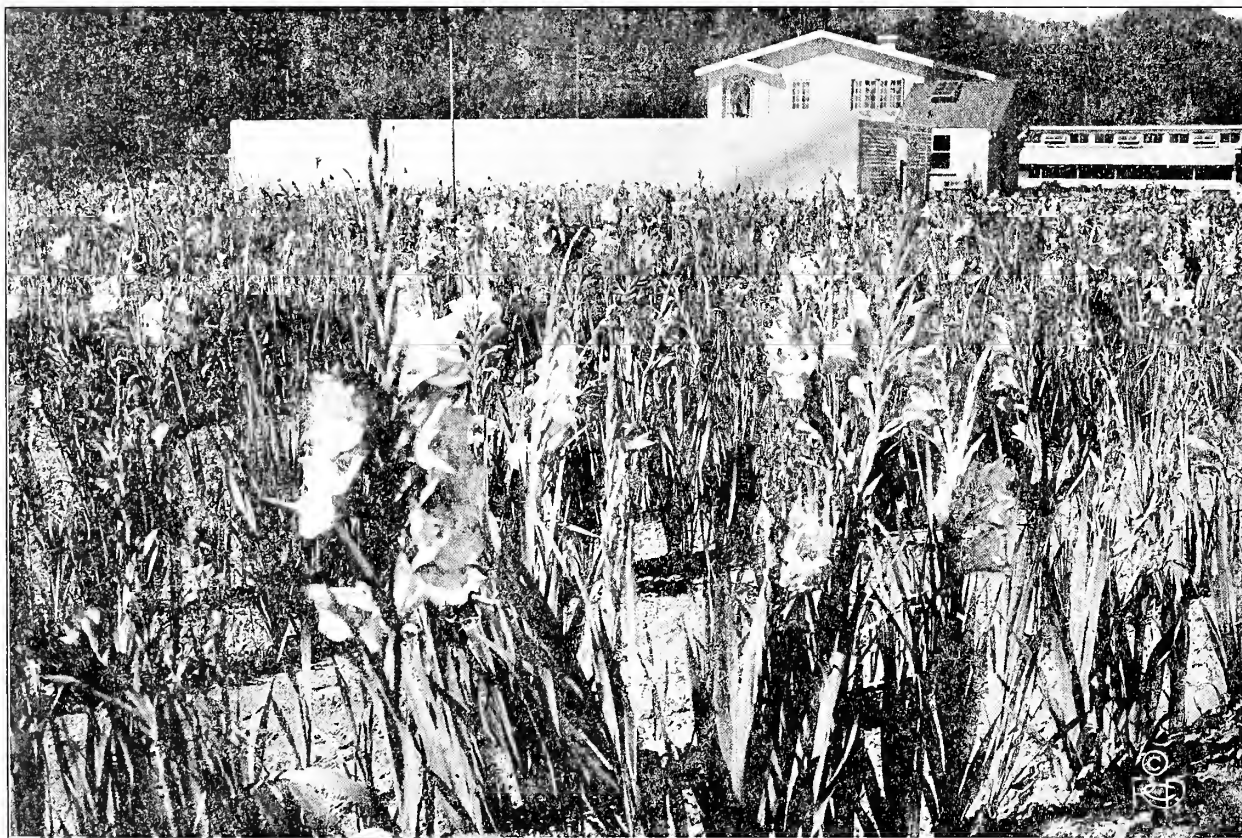
NAMES OF SEEDS AND BULBS WANTED.

Price.

Amount carried forward

[illegible]

Designed, Engraved and Printed by
A. F. BROAD, 48 Third St., S. F.



Gladiolus — Part of Our Fifty Thousand 1916 Seedlings